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JULY 1952

EXTENSION SERVICE

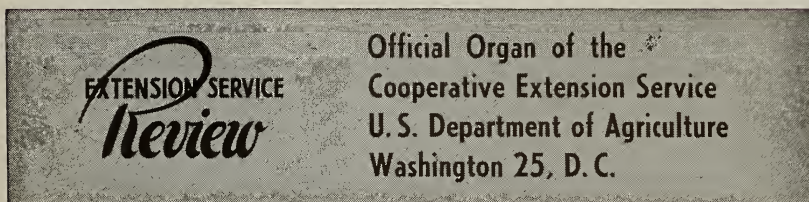
Review



GRASSLAND — Good As Gold

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VOL. 23

JULY 1952

NO. 7

Prepared in Division of Extension Information

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Ear to the Ground

• That "good as gold" bluegrass shown on the cover was once a badly eroded pasture, as the blue-ribbon winner, Edmund Fedler (left), here explains to one of the farmer judges, Al Peterschmidt. St. Mary's Church in the town of West Point, Iowa, shown in the background is where the Green Grazing Rallies are held each year. "Green grazing is building communities," writes Agent Foster in sending this picture which is reproduced through the courtesy of the Des Moines Sunday Register.

• Grassland is having a field day here in the Capital, too, these days as plans for the big International Grassland Congress (August 17-23) gather momentum. Meetings will be held at the University of Pennsylvania with the Department of Agriculture, the Land-Grant Colleges, and the Department of State sharing the role of hosts. Organized tours after the meeting will give American grassland enthusiasts in many parts of the country a chance to talk over their work with some of the top-flight scientists from other countries that have had a going grasslands program for centuries.

• National Safety Week comes this month, July 20-26. Some 6,300 of you extension workers have received the kit of materials made available by the Safety Council. Is this the kind of material you need to help make a safety program click?

• On June 27 four lucky county agents were granted the Frank R. Pierce fellowships for advanced study on the basis of what they are now doing in their counties and their potential value to extension work of the future. Herbert K. Anders, Pennsylvania; Otto P. Owens, North Carolina; Coy G. McNabb, Missouri; and Philip E. Bloom, Washington will receive \$2,000 plus tuition fees at the institution of their choice for 9 months of advanced study. In this issue one of the present holders of the fellowship, Hoyt M. Warren, studying at Cornell University, gives some of his ideas on the value of further training.

• Does the Review get to you in good condition without a wrapper?

Good As Gold

DELBERT T. FOSTER, County Agent, Lee County, Iowa

EIGHTY different leaders in Lee County, Iowa, have proved to themselves and other farmers one doesn't have to strike oil or find a gold mine to increase the income on the farms in the county.

They are developing a program of "Green Grazing in Modern Pastures" from old worn-out bluegrass and buckbrush land. It really is a 2.8 million dollar program of added possible yearly income to the county. In 1948 there were 148,000 acres of poor bluegrass pasture with weeds, and at least 75,000 acres of it was in buckbrush and hickory sprouts. Iowa State College has found at least a \$19 increase of improved pasture over unimproved, and hence this attractive figure. Farm after farm was feeding hay in the summer and occasionally a farmer had to feed precious green corn fodder. One farmer said, "It took 5 acres of buckbrush pasture to feed one horse and then I had to feed him hay." Since the county is predominantly dairy, the

production fell down quite heavily in the summer and fall.

Plans for doing something about the pasture problem was started by the county extension program committee. After coordinating the program with the county soils district, a pasture committee was named. It was composed of representatives of agricultural agencies, Farm Bureau and Farmers Union organizations, representative farmers of different livestock groups and chamber of commerce groups. First, they named their cooperative program the "Green Grazing Program." They set up a leaders' meeting and were responsible for inviting in 45 farmers to the meeting to help plan a program of action. They decided to have a "Booster" meeting of all farmers to plan a program of recognition. Ten percent of those enrolled in the program would be recognized as a blue ribbon group.

A green grazing rally, which was held in the fall of 1949, announcing

the 1950 program was attended by 450 farmers and each succeeding year the attendance has averaged 425. Recognition is given to blue ribbon winners and honorable mention winners at these rallies. Color slides had been taken and they were shown at these meetings. Those in the blue ribbon group told their own story of success. Specialists from the college were also present to give added information. The booster leaders received invitation sheets from the extension office so they could invite their neighbors. Industries, schools, and farm groups cooperated in handing out the invitations, too. Knight Hartley, one of the boosters said, "There was so much interest in my neighborhood that I had eight in my car besides myself."

The committee set a goal of having 100 farmers in the program each year. The first year 96 entered with seeding and 38 entered to receive help with preparations of the ground. There were 159 entries in 1951. The Soil Conservation Service laid out the fields on the contour and the P.M.A. took soil samples for testing. Extension held meetings for agricultural agency heads in training to give recommendations for fertilizer and seeding mixtures. The meetings were held so all would be telling the same story. Meetings with extension specialists' help were also held for all the farmers that were enrolled. Since the committee set up a blue ribbon group of 10 percent of those entered, this made a total of 10 to be selected in 1950 and 16 in 1951.

Selecting 33 farmers to serve as judges for 11 areas in 1950 proved to be one of the best techniques of getting farmers not in the program to do something about their problem. Forty-five new judges had to be selected in 1951 since all but 5 of the previous judges had started on pasture-improvement plans. These judges attended a training school

(Continued on page 122)



Delbert T. Foster, county agent, is holding in his left hand a clump of buckbrush and old bluegrass which represents 75,000 acres in the county. There is an additional 70,000 acres of straight bluegrass. A good 10 percent of the pasture acreage is on the way for improvement.

Oregon Farmers Look Ahead

F. L. BALLAD

Associate Director

Oregon Extension Service

IN late March, 700 Oregon farmers, farm wives, and businessmen, representing every county in the State, attended an agricultural and rural life conference on the Oregon State College campus.

In 12 major fields of interest, committees made reports at general assembly sessions. The reports had three common denominators. They included a look back over the past 25-year period; they contained an appraisal of today's situation. They also took a look into the future—so far as circumstances seemed reliable—in charting the course ahead.

The conference was not an experiment but was patterned after a similar event held in 1924. This year the consideration of agriculture was broadened, and a major committee, divided into several sub-committees, went beyond the scope of production and distribution in its study of the social considerations which predominate in any contribution to rural life.

The 1924 conference shaped to a high degree the agricultural development in the State during the intervening years. A long list of trends forecast at that time were profitably developed. Only one major agricultural production development, in fact, since 1924 was not discussed and forecast by the committees functioning at that time. When conclusions reached at this second conference have been studied by organized groups, it is believed many new goals and a long list of lesser objectives will be clearly established. These undoubtedly will markedly influence future agricultural trends and rural life.

Foremost among the conference byproducts is the development of a successful educational method—group discussion—by a conference predicated on group discussion.



Former Director Paul V. Maris (left), who had the idea for the first Oregon State-wide agricultural conference in 1924, talks over the second such conference held recently and sparkplugged by Associate Director F. L. Ballard (right).

A second byproduct was fixing the land-grant college in its proper perspective in the public mind.

In laying the conference framework, some 471 rural men and women were asked by personal letter to assist. These persons were so selected that no organized group could claim sponsorship, as it was the intention to get opinions from citizens untangled in any organizational policy or program. They also were selected to cover the State's major agricultural and rural life interests and to give the rural regions representation on a geographical basis. Only 37 found it impossible to serve.

This request for assistance was sent out in January 1950. Starting late in February, and following through into May, each of 11 groups averaging about 40 in number, was brought together for a first meeting. At that time a member of the administrative staff reviewed the conference idea, and its possibilities were discussed. Before adjourning, three things were accomplished:

- (1) A chairman was selected; (2)

sub-committees were decided upon; and (3) scope of the study was made.

Previously a staff member—usually an extension specialist—has been assigned to serve as executive secretary of each committee. By the time all 11 of the committees had met and outlined their fields of work, a total of 37 sub-committees had been decided upon and a time-table established. It also began to become clear at this stage that representatives of other public agencies and some private agencies would be helpful as consultants. By fall, a total of 52 individuals were helping these committees in this capacity. These were drawn from the U.S. Department of Agriculture, regional offices of the Department of Interior, State department of agriculture, health agencies, other schools within the college.

Later in the year a committee called agricultural relationships was set up. This committee of 29 was made up of executive heads of other State agencies, such as the State engineer, superintendent of public instruction, and director of the fish

(Continued on page 119)

Farmers Tell Their Story

ACTING on the principle that it's better to do a thing yourself if you want it well done, a group of farmers in Gloucester County, N. J., have embarked on a unique public relations program.

Like farmers all over the Nation they have realized that the farmer's reputation with his customers is at a low ebb. City housewives have complained loud and long over the high price of food, forgetting (1) that they have more money in their pocket-books than ever before, and (2) that there is a far cry between a farmer's gross income and his net.

Three years ago the publicity committee of the county board of agriculture, chaired by an energetic farmer named Leslie Richards, got together with County Agent George Lamb and planned a press-radio-television tour. The invitation list was aimed mainly at the folks who communicate with city consumers—food page editors, directors of radio food programs, managing editors and city editors of newspapers, and foods demonstrators for electric companies. Since air pollution from industrial

plants is a problem in the county, officials of these plants were also invited.

The tour was such a success that it has become an annual event.

Its primary purpose is to highlight the problems confronting Gloucester County vegetable, fruit, dairy, and poultry farmers as they go about their task of producing food. Various types of farms are visited, and guests are given a convincing picture of what it takes to produce such things as worm-free sweet corn (including a duster costing \$1,900).

The tour is always scheduled in early August when crops are at a desirable stage. In order to keep the guests together they are transported in a school bus with cars on hand for the overflow.

The tour starts at 1 o'clock and from then until 5 some five or six stops are made at farms, an auction market, and one other allied agricultural industry. Each stop is carefully planned, and mimeographed descriptions of the points of interest are supplied to each guest. Midway of

the tour they are treated to light refreshments.

Shortly after 5 p.m. they arrive at a private hunting lodge in the woods near a lake where they get refreshments and a chicken barbecue with all the trimmings.

Then, when stomachs are comfortably filled and a sense of well-being prevails, comes a discussion period. Les Richards unwinds his six feet-plus, and after hoping that everyone has had a good time he starts the discussion. It is always a spirited affair with plenty of pointed questions from the guests and good answers from the agrarians.

To help present the farm viewpoint, the Gloucester County committee calls on such individuals as the director of extension, the dean of agriculture, the State secretary of agriculture, the extension editor, and the State Farm Bureau president.

Pointed Questions Get Good Answers

After the questions have been posed and answered, the meeting is adjourned, but each guest, on the way out, gets a big basket of Gloucester County fruit and one other agricultural gift.

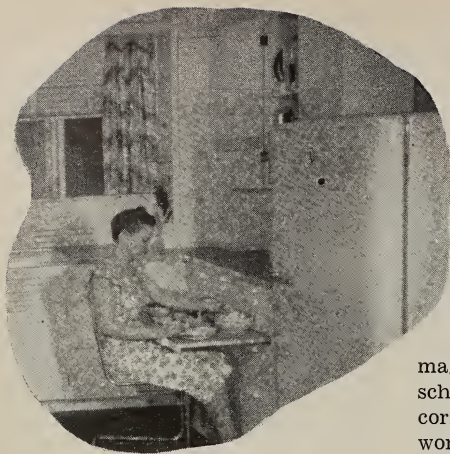
The resulting comments in the editorial columns and food pages of the newspapers and the statements made on radio and TV programs have been very encouraging. The positive effects of this type of public relations tour last throughout the year.

The Gloucester County farmers feel that if other groups of farmers throughout the United States would make similar efforts to reach their press, radio, and TV neighbors with the true facts of the situation, agriculture would be in a much stronger position with city consumers.

• N. PAIGE SEELY has been assigned to the home management program in Pennsylvania. She has been home demonstration agent in Lebanon County for the past 4 years. During the past 6 months she has put on a 15-minute TV program once a month in Lancaster. She also had a 15-minute weekly radio program on a Lebanon station.



The guests see the farmer's problem first hand. Here they inspect the \$1,900 corn duster which the farmer has to invest in to produce worm-free sweet corn.



Up to the Minute on

HOUSEHOLD EQUIPMENT

"A SHORT course in household equipment" was one comment about the training schools held in California for home demonstration agents. Two 4-day schools were held in February—the first one on the Los Angeles campus for the southern counties and the second on the Berkeley campus for the northern counties. Ruth Beard, of the household equipment division, school of home economics, Ohio State University, did the teaching at the two schools planned by Julia Pond, extension home management specialist at the University of California.

The success of the schools was undoubtedly due to the unusually fine job of teaching done by Miss Beard, the advance planning, and the organization of reference and illustrative materials by Miss Pond.

Miss Beard is a real teacher and an inspiration to any group with whom she works. She has developed methods of presenting even the most difficult information in a simple easily understood manner. The discussions included basic information on all pieces of household equipment. Materials, fabricating processes, basic physical laws, and the specific points to be considered in relation to each major appliance were all included in the program. Miss Beard illustrated the fundamentals of wise selection of equipment—large or small—by using a collection of egg beaters. This departure from the usual simplified the problem of illustrative materials needed for meetings on selection of

major appliances. Throughout the schools she stressed the necessity of correlating wise management and work simplification principles in the selection, use, and care of all equipment used in the home. The schools have done much to strengthen and increase the interest in all areas of the home management program in the State.

Some of the post-conference remarks indicate the value of the schools. "Although my past experience has included 9½ years in the equipment field, I found each day filled with useful information," one agent wrote. Another said, "This conference offered the equivalent of a three-unit course in vital subject matter. For the first time in my experience, a system for using the training we have all had in physics, mathematics, and chemistry was explained, related to our problems and put into simple demonstrations." Still a third said, "The most valuable in-service training I have had during my 25 years in extension work."

Much advance detailed planning preceded the schools. The dates were set a year in advance. In September, 5 months before the schools were held, the specialist sent a letter to each agent asking what questions were most frequently asked about equipment; what reasons were given by those who serviced household equipment in the county as to why equipment has to be repaired or serviced; and what help each agent would like or which particular major pieces should be stressed.

In the months that followed, lists of the pieces of equipment to be borrowed from local firms were compiled and plans made for obtaining them. Equipment departments or stores to

be visited on the field trips were contacted. Arrangements were made for rooms in which the schools would be held, for hotel rooms for the agents, and for luncheon reservations for each group for the 4 days.

Reference and illustrative materials were prepared jointly by Miss Beard and Miss Pond. Specification sheets, instruction books, leaflets explaining the principles of operation of certain pieces of equipment, charts, and samples of materials used in the manufacture of equipment were obtained from companies manufacturing household equipment. These came as a result of letters to the home economist or public relations personnel of the various companies. All of the reference and printed illustrative materials were finally assembled in large, indexed, loose-leaf notebooks—one for each agent. The notebooks served as a constant reference during the schools and were taken back to the counties to be included in the county reference file. This organization of reference materials made it possible to cover all of the subject matter included in the 4 days.

Films relating to materials, fabricating processes, and the operation of equipment were used at the schools. These were borrowed from film distribution agencies and manufacturers.

A set of 13 large posters illustrating the basic knowledge necessary to properly care for equipment were displayed and discussed the last day of the schools. Six sets of these have been prepared for loan to the counties.

The schools were concluded with a discussion of the equipment programs in the counties.

Is Your Child SAFE?

JOANNE OUWENEEL

Assistant Extension Editor, Delaware

THAT is what Delaware people heard in June during a short, but concentrated campaign using radio, television, newspapers, a leaflet, 4-H and Home Demonstration Club meetings, State 4-H Short Course, and a "Farm Facts in Brief" series, to carry its messages.

"More than 8,000 children in the United States under 5 years of age were killed in accidents in 1950."

"Babies don't drive motor vehicles, yet 1,635 were killed in motor vehicle accidents in one year."

Startling facts such as these are the opening wedges in Louise R. Whitcomb's child safety campaign. And her first "offensive" was aimed at the most logical group—the mother of preschool children.

Miss Whitcomb, home management specialist, wrote "Keep Your Child Safe," No. 7 in Delaware's Young Mothers' Series leaflets. This was requested originally by the county advisory boards at last year's program planning meetings.

The leaflet is being distributed through county home demonstration agents, home demonstration club safety chairmen, and in response to requests from radio programs.

Color, bright green, is used on the cover. Inside the leaflet Miss Whitcomb gives general safety rules for infant, then for the crawling and walking stages. She ends the leaflet by inviting reader participation in a little check quiz on safety hazards. The reader can check "yes" or "no" to 16 questions such as "Do you cover your electrical outlets?" Miss Whitcomb feels that these questions might prompt mothers to remove a hazard more quickly by actually pin-pointing the hazards.

Mothers are also being reached by radio programs—on the State-wide Farm and Home Hour and by county extension broadcasts on three local stations.

Home demonstration club safety chairmen and 4-H Club safety chairmen received mimeographed reference material and program suggestions for their June safety meetings. Some suggestions include inviting a registered nurse to speak on child safety, or have members give safety demonstrations.

A television appearance on "The Esther Alderman Show," gave Miss Whitcomb an opportunity to reach Mrs. Alderman's approximately 2,000 strong TV audience. Mrs. Alderman (urban home demonstration agent) and Miss Whitcomb gave safety demonstrations. They also used students from high school child-care classes, or some young mothers who had learned to be "Child Safety" conscious the hard way—through having an accident happen to one of their children.

Teen-agers came into the campaign again in a class, "Aids for Baby Sitters" at the University's 4-H Short Course, June 15-18. Miss June Patterson, nursery school instructor of the university resident staff, taught the class.

News articles went to all weekly and daily papers, and radio stations in the State.

Dads were reached through an issue of Delaware's "Farm Facts in Brief" series. With figures to back her up, Miss Whitcomb pointed out that on farms children are in more danger outside than in the home. Tractors, moving machinery parts, belts, poisons, dry wells, animals, and



sharp nails and glass make the toddler's life a constantly dangerous one. County agents used the "Farm Facts in Brief" in radio programs, meetings, and in visits with farmers.

"We've been wanting to do this for a long time," says Miss Whitcomb. "Now, by using all the tools at our disposal we hope to reach many with our message of child safety—the preventive kind."

Oregon Farmers Look Ahead

(Continued from page 116)

and game commission. Other members, drawn from business, represented transportation and finance. A substantial nucleus of the committee were selected on the basis of their position as leading citizens of the State as shown by their leadership and support of sound State development. This committee was divided into five sub-committees to consider:

One—relationship of agriculture to the State's economic and social development; two, interrelationships of agriculture and recreation, including tourist interests and fish and game management; three, relationship to industry; four, agricultural interests in water development; five, marketing policies.

Each of these subcommittees using the discussion method with appropriate

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WHEN you bring 500 rural young people together for a 3-day State meeting and send them home with 38 different ideas for programs in their local clubs, you can be pretty certain your program fits their needs.

At least, that's the way we feel in Iowa after the 1952 Iowa Rural Young People's Assembly that was held on the Iowa State College campus in mid-March.

These 38 different program ideas came from the educational theme of the meeting, not the parties, banquet, and recreation. The 38 were different ideas, not just the number of young people who wanted to carry the thoughts back to the counties with them. There was doubling of interest on many of the ideas mentioned. For example, a total of 15 said they'd like to pattern a program for the local club on the plan followed at the State assembly. We think that's high praise.

The theme for our 1952 assembly—the seventeenth annual meeting of the Rural Young People of Iowa—was “Know Your Government.” Of course, this is a popular topic in election year, but we think the program method accounted for much of the interest that was generated.

Our assembly program-planning committee was made up of Wanda Finney, Madison County, a member of the board of directors of the State organization, and the extension older youth leaders. We drew on resource people in history, government, and sociology at Iowa State College to work out the program that included presentation of information coupled with major emphasis on helping the young people discuss and try out what they have learned.

Prior to the assembly, county RYP groups were assigned to “counties” according to the congressional districts in Iowa. Each county group sending young people to the assembly was asked to submit the name of one member for each of the following county offices—treasurer, recorder, sheriff, auditor, supervisor, school board, clerk, and attorney.

When the rural young people registered at Ames at the start of the meeting, each was assigned to one of two political parties — “nationalist”



RYP members in the role of “county people” stop in at County 2 Courthouse to do business with the county officers they had elected the day before at State Assembly.

or “federalist.” This assignment was made at random as they registered.

At the opening evening session of the annual meeting, the rural youth saw a play, “Our Way,” which dramatized the individual responsibility of a citizen in his government. Young people from two central Iowa counties—Marshall and Story—presented the play, which was written by three long-time extension leaders in Iowa, Edith Barker, Fannie Buchanan, and W. H. Stacy.

The following morning, Forrest Seymour, editor of the editorial pages of the Des Moines Register and Tribune, addressed the young people. In his talk, “You and Your Government,” he stressed “good government starts with the individual citizen.” Mr. Seymour challenged each one present to be an educated and participating citizen supporting the strong elements of our government, and helping to eliminate the weaknesses in our government.

Next, the eight “counties” met in

county conventions for each party. From the nominees submitted prior to the meeting and others nominated there, each party filled its slate of candidates for the nine county offices. Instruction sessions on the duties of different county officials followed.

A county official representing each of the offices in the “county” led the discussion on the work and responsibilities of his office. These leaders were actual county officers from central Iowa counties. And they found their jobs interesting. One county attorney came back specially the following day so he could see how the young people put their training into practice.

County elections followed. The rural youth in each county went to the polls to vote for officials of their choice. Members and extension personnel served as clerks and judges, supervising the voting and counting of the ballots. Judges were supplied with the registration lists and—as in

GOVERNMENT

ESTHER RUGLAND and MRS. VERDA LEIGH A



Dorothy Thompson, Clayton County RYP member, shows Doris Kadera and Arlene Lacina, Johnson County RYP members, how to operate the voting machine.

T in Practice

ADAMS, Assistant State Older Youth Leaders, Iowa

practice—only registered voters could cast a ballot.

On the final day of the assembly, officials for each of the eight “counties”—elected in voting the previous day—were installed in their offices. And the other “citizens” of the “counties” put them to work.

In the pre-meeting planning, committee members worked with staff members in government and sociology at Iowa State College. Together they worked out a list of 40 items of county business. For example, one item was, “You wish to report a tavern which is operated outside the town which admits minors.” Another was “I find that an error in the county recorder’s books exists in recording my deed to property. I wish to have it corrected.”

Each “citizen” picked up a business item at the information desk for his “county.” Then he tried to work through the government processes and channels to conduct the business. A panel of resource persons

—including college staff members, a lawyer, a county attorney and League of Women Voters representatives—were on hand to help both the “citizens” and the “county officials” work out difficult problems. The panel was supplied with copies of the Iowa code and they had to refer to them often. When a “citizen” completed one problem he selected another. Some young people even bypassed the prepared problems to ask about personal business matters.

Wanda Finney, who worked with the committee that planned the program, spoke to the young people at the closing session, on “Now It’s Our Turn.” She told them that as young people, “We must do more than vote. Just voting is not enough. We should take this program home and work on it with others in our groups.”

Concrete examples are showing up already that the Iowa Rural Young People are taking the ideas home and putting them to work. Two counties are preparing dramatizations of

“Our Way,” which they will present to adult groups in their communities during this year. Many are telling of plans to help in “Get Out the Vote” campaigns. Several county groups have visited courthouses and had county officials speak at meetings. And this evidence had appeared only 2 weeks after the close of the State assembly. We can’t yet even guess what the total effect of the State program will be as the year progresses.

That’s the way we worked out the “Know Your Government” program for the 1952 Iowa Rural Young People’s Assembly. After it was completed we asked the young people what they thought of it. We were surprised to find the number of members who marked “good” and “excellent” evaluations of the educational program was almost as high as the same responses on evaluation of the parties and recreational high lights of the meeting.

Oregon Farmers Look Ahead

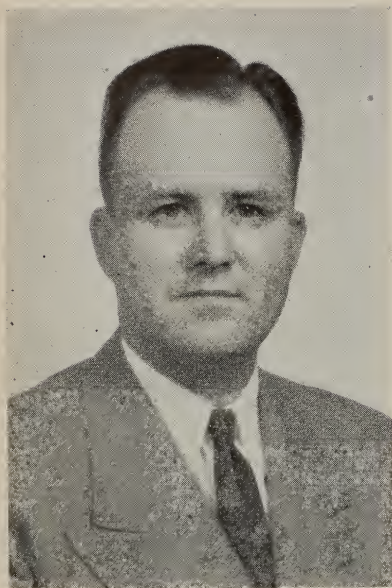
(Continued from page 119)

ate consultants developed a segment of one over-all report which was presented to the conference.

All committees met from three to eleven times during the year, and at the time of the State-wide meeting had developed preliminary conclusions. The early part of the conference was organized into a series of 12 forums. Each committee had adequate meeting space on the campus. Public attention was called to the importance of reviewing the committee reports in these forums, which gave citizens a chance to have a voice in drafting the final committee statements. Many forums were extremely lively meetings and a good many of the conclusions of the committee were adjusted, amended, enlarged, or otherwise changed.

During the final 2 days of the conference, two half-day periods were devoted to general assemblies. At this time the committee chairmen presented their amended reports. Extensive press and radio coverage

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Hoyt Warren

The Job of the County Agent

about extension work and its methods. My own experience strengthens my belief that every land-grant college should have suitable courses for undergraduates who want to do extension work.

My basic beliefs about extension do not change but new ideas are being added all the time. I am increasingly convinced that we need to give greater attention to making greater use of community groups, to doing less service and more extension education, planning extension programs with the people, formulating real, well-defined objectives, and working toward them, working to change people socially as well as economically, promoting unity of program affecting men, women, and boys and girls, improving ourselves professionally and making periodic evaluation of what we have done and how we did it.

Just how to do all these things is not always clear even with the help of advanced study. All the answers are not at any one institution. But the student can have the opportunity to investigate a wealth of materials on extension background and methods and to receive the counsel of experienced and efficient extension workers. He, also, has the association and contact with agents from every State in the Union. They, too, have had experience and have helpful suggestions on extension techniques.

The Extension Service will rise or fall in direct proportion to the efficiency of its workers. It is important that all agents consciously and continuously improve their methods in every way available to them.

Good As Gold

(Continued from page 115)

where they were told what to look for in the pasture improvement programs they would judge. Having them analyze the entries was an educational achievement in itself. Although the judges were all good respected farmers, they found that they were missing out on something by not having done some pasture improvement. One of them said, "I know what kind of places those fellows had before and if they can do it, I can too. I went home and plowed up 7 acres around stumps." He worked up another 8 acres in 1951. Another said, "I hate to enter the program next year because I would like to go around again. I get a kick out of seeing what the other fellow has done."

Invitation sheets, award certificates, and record books have all been printed with green ink. They are attractive. Award certificates given to the blue ribbon and honorable mention groups are signed by members of the green grazing committee. This alone helps to tie the committee together as they have the satisfaction of signing their name to a job well done. Kodachrome color slides of problems and achievements, good publicity, pictures of all winners and no one else, demonstration tours, a forage test plot, and splendid cooperation of all groups have aided in building interest in the program.

The county agent and several of the farmers have been invited to civic group meetings, farm meetings throughout the county, and also farmer meetings in adjoining counties. Six different businessmen groups have asked for the "green grazing" presentation with color slides. One businessman figures the program has already increased the value of the land in the county by \$3 an acre and that would amount to almost one million dollars. Color slides with farmers telling their own story have made the meetings interesting.

The green grazing committee members smile with satisfaction—they have more than 80 leaders working—the job isn't so big.

This I Believe

HOYT M. WARREN

County Agent, Henry County, Ala., granted Pierce Fellowship for County Agents to study at Cornell.

IT'S VERY easy for a worker in an isolated county to get in a rut and fail to change as the times and conditions change. This can happen without the agent's actually realizing it until we come face to face with new and different situations.

As a county agent I soon felt a need for more information and skills to do the type of job that I felt should be done. After several months of advanced study a careful look at the problems that were most troublesome showed they were rooted in a lack of understanding of the origin, purpose, and over-all objectives of the Extension Service. I had failed to visualize the desired relationship between agents and the people in planning and carrying out a suitable extension program. When I look back at those first years I realize how little knowledge I possessed

AGRICULTURAL extension workers are accustomed to turning hayracks into lecture platforms, silos into classrooms and kitchens into demonstration laboratories. But what happens when they face a group of eager young college students in an actual campus classroom?

Junior and senior girls in home economics at East Carolina College in Greenville witnessed the answer to this question during the 1951-52 winter quarter just ended. Their reaction is one of enthusiastic approval both as to subject matter and teachers.

This new course, known as Home Demonstration Organization, had its beginning almost a year ago in a conversation between Ruth Current, State home agent for the State College Extension Service, and Dr. Besie McNeil, newly appointed head of home economics at East Carolina College.

Miss Current spoke of the number of college graduates going into extension work and of the need for their receiving some introduction to the field. Dr. McNeil, who has known extension people and extension work in Washington, California, and Missouri, was in complete agreement. Furthermore, she thought she could do something about it.

The first proposal was to stage an extension workshop during the summer. But later it was decided to hold a 3-hour class once a week during the late afternoon of a regular college quarter. That would require the visiting extension specialist to make the 85-mile trip from Raleigh only once a week instead of three times.

When the class held its first meeting at the beginning of the winter quarter in November, 29 students were on hand. Twenty-four were taking the course for credit, and five were auditing.

The first "visiting professor" was D. S. Weaver, director of the Agricultural Extension Service in North Carolina. He gave the girls an introduction to extension philosophy and an over-all look at the far-flung organization which has two or more agents in every county of the State.

During successive weeks, the girls heard from Miss Current, from Eastern District Agent Verona Langford,

New Course in EXTENSION METHODS Appeals to College

LANE M. PALMER

Former Associate Editor, North Carolina State College

Mrs. H. M. Johnson of the North Carolina Federation of Home Demonstration Clubs, Edgecombe County Home Agent Eugenia Van LANDINGHAM, and from several extension specialists. Altogether, visitors conducted 11 of the late afternoon sessions, with Dr. McNeil summarizing and appraising the course at the final meeting.

A field tour to visit farm homes in Nash County rated as a favorite with the girls when they were asked at the end of the term to list high points of the course. Mildred Powell, a junior from Wanhish in Columbus County spoke for the class when she suggested more field trips in the future. Miss Powell, who plans to teach high school when she graduates, said she would like to have accompanied some of the extension workers to actual home demonstration and 4-H Club meetings.

The idea of studying under people who are actually working in the field appealed particularly to Judy Stout of Siler City. Judy, a senior in home economics, also plans to teach high school after her graduation.

Extension work was nothing new to Doris Strickland of Route 2, Halifax, who has 7 years of 4-H Club work to her credit. But she said the course in Home Demonstration Organization was exactly what she wanted because she plans to go into extension work when she graduates in 1953.

Hilda Lee of Pink Hill, who is also a 4-H veteran of 7 years, liked the variety of speakers and subject matter which the course affords. She also commented on the fine visual aids

which the extension workers used.

In her appraisal of the course, Dr. McNeil asked the girls to list their suggestions for improving it. Besides the request for more tours and field trips, the girls thought that the course could be organized a little better. They thought that the first meeting should be with the local county home agent so that they could begin with extension as it reaches the farm family. Then the course could work up through the district agents, specialists, and finally the State leaders.

Dr. McNeil will take these and the other suggestions into consideration when she again offers the course 2 years hence. She definitely will make it a permanent part of the curriculum since its supports one of the four main lines of home economics training offered at East Carolina College. The four are extension, teaching, dietetics, and commercial home economics.

Oregon Farmers Look Ahead

(Continued from page 121)

helped present the conclusions to the State at large.

Although the conference attracted wide public attention, it is only the second step in the process which the extension service had in mind. The first step was the committee work followed by the conference. The third step is taking these conference conclusions out to all counties and integrating appropriate portions into county program through agricultural planning councils and their subcommittees.

Young Farmers Study Management

YOUNG men in Wright County, Minn., are getting an early start in learning the principles of good farm management. And they are learning these principles through their own organization—an organization which Extension helped set up.

Last winter, working with County Agricultural Agent Gerald Michaelson and D. W. Mendenhall, secretary-treasurer of the Crow Wing National Farm Loan Association the young men formally organized what is probably the first “junior farm managers’ association” in the Nation.

The story of the association, however, goes back more than 2 years. At that time Mr. Mendenhall felt that there should be some way of bringing young men together to study their own problems in getting started in the business of farming. County Agricultural Agent Michaelson agreed with him.

The National Farm Loan Association first sent out a county-wide survey form. Several hundred letters

were mailed to leading farmers and citizens in the county. These farmers, in turn, suggested names of about 100 prominent young farmers in the area between the ages of 18 and 25.

With this list of names on hand Mendenhall and Michaelson called the group together and stimulated their interests in a new association, specially tailored to their particular needs. Later other young men became interested and joined in the activities.

Before the organization was set up, several special events were planned for this group of outstanding young farmers. High lights of a winter tour were visits to outstanding farms in the area. For example, at one farm the young managers saw a new conventional barn and ventilating system. At another, they saw a modern new farrowing house on which many pigs were born and raised. Little pigs were kept on a cement floor which was heated by hot air. Each pen had its own waterer and feeder.

At another farm they saw the

practical application of the loose-housing system in taking care of cattle.

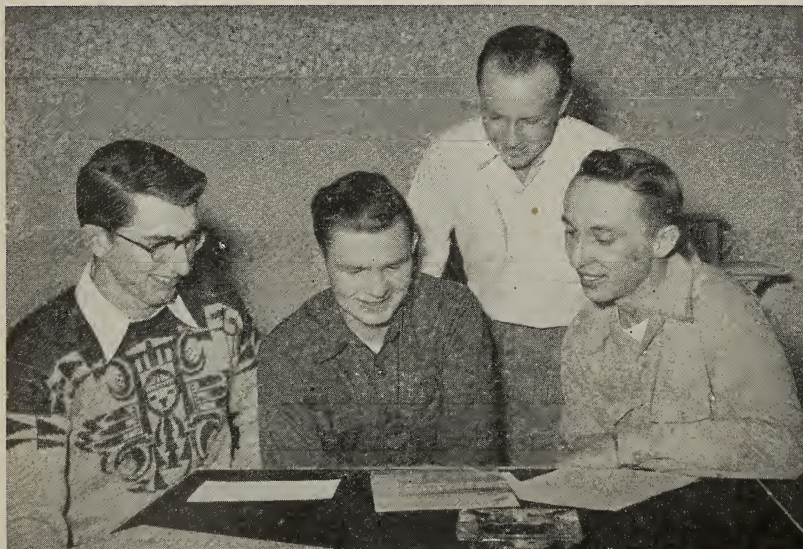
Later in 1951 they made another tour of the county seeing how other farmers had carried out their land-use programs, how one farmer had adopted a specialized farming activity in caponizing chickens, how another had beautified his home and yard, how one had put into effect a sanitary pig production program utilizing alfalfa pasture, and how one farmer with poor land (600 acres) had gone into large scale production of beef cattle, using 300 acres of alfalfa.

Father-and-Son Agreements

Last December the group met and formally organized as an association. A panel on father-and-son agreements was featured on the program. Several members and their fathers discussed how such agreements were working on their own farms.

Members are now planning for further tours and have held several meetings on specific problems that they face in their farm operation activities. Recently representatives of all the credit agencies in the county got together to tell these young farmers how they might obtain credit and how much credit they should attempt to obtain. Included in the group were representatives of the local banking association, the Farmer’s Home Administration, the National Farm Loan Association, the Production Credit Association, the University of Minnesota, and a local farmer who had been furnishing credit to young farmers.

A similar organization has been operating during the past winter in Carver County under the leadership of County Agent Dale Smith. Hennepin County also is planning to organize a junior farm managers’ group, according to County Agent George Roadfeldt.



Four of the five officers of the Wright County Junior Farm Managers Association are shown here. (Left to right) Otis Brose, Howard Lake, secretary-treasurer; Duane Bryant, Maple Lake, director; Calvin Lantto, Annandale, vice-president; and Gordon Jans, Buffalo, president.

Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

New Chemicals Help Soils

If you were to squeeze a mud ball and see clear water oozing out, you would undoubtedly be amazed. But that is exactly what happens with mud balls made of soil treated with one of the new soil aggregating agents now available. The reason: the chemical causes the small soil particles to bind themselves into larger ones that are not so easily held in suspension. This fact accounts for the great potential usefulness of these materials as soil conditioners or mellowers, say ARA scientists. At present prices, the materials will largely be used experimentally in home gardens and greenhouses and along highways.

USDA and Ohio Experiment Station tests with Kriliun show that vegetables come out much cleaner from soil so treated, larger root systems develop, and roots and soil micro-organisms can "breathe" better. Runoff water is less likely to carry top soil along with it, and dense soils are less likely to crust after heavy downpours, thus making it much easier for seedlings to emerge.

Several companies now have soil conditioners on the market, and ARA and State experiment stations plan additional experiments during the coming year.

Atlantic Alfalfa on the March

Many farmers east of the Mississippi will be able to plant the new Atlantic alfalfa this year for the first time, say ARA forage specialists. The one-half million pounds of certified Atlantic alfalfa seed available for 1952 plantings will supply about one-tenth of the need in the East, the Corn Belt States, and the South where Atlantic is adapted. If present plans work out, 5 million pounds per year will be available by 1954. Seed



Higher yielding alfalfas, like Atlantic, can supply even more feed nutrients per acre when the mower-crusher, shown above, is used. Crushed by the heavy rolls, the alfalfa stems dry quicker and retain more of their feed value.

of this new variety is being increased under the Foundation Seed Project, set up to increase seed supplies of the improved forage varieties developed through Federal-State research.

Atlantic alfalfa, developed at the New Jersey Agricultural Experiment Station, has been tested widely for 10 years and has given superior yields in 30 States and 3 Canadian provinces. Although it is not recommended for areas where bacterial wilt is prevalent, it does have some tolerance to this disease and has proved better under wilt conditions than other available varieties except Ranger and Buffalo, which are resistant to wilt.

Better Cottonseed Meal

A new method of processing cottonseed, developed by ARA chemists at the Southern Regional Research Laboratory, promises a big new source of livestock feed and an expanded market for the cottonseed industry.

Cottonseed meal has always been fed to cattle and sheep, but very little could be fed to hogs and chickens

because it is toxic to nonruminating animals. Since hogs and poultry consume about 75 percent of the entire output of protein concentrates, the use of cottonseed meal would be a boon both to hog and poultry raisers and to the cottonseed industry.

A few years ago scientists began looking for ways to get rid of the toxic substance in cottonseed meal and to increase its nutritive value. They found that processing methods had a lot to do with it and produced experimental meals by the conventional screw-press method that could be fed to hogs and chickens in much larger amounts with good results.

In the meantime, the scientists, working to adapt the solvent extraction process to small-scale operations, came up with the new method, which combines both advantages. Known as the filtration-extraction process, it is a modification of the solvent-extraction method developed a few years ago at the laboratory. The cost for equipment and operation is relatively low, and the quality of the oil and meal is high. The process is adapted to almost any size operation, and plans are now under way for testing in commercial plants.

Enriched Corn Meal

When Ed English of Route 1, Murphy, N. C., installed a corn-meal enrichment feeder at his Peachtree Community mill, folks came from miles around to see the oddity. But few of them wanted to be the first to use the newfangled meal.

They're still flocking in from miles around, reports Mr. English, but today most of them are bringing a "turn" of corn for grinding.

The corn meal enrichment project is being sponsored by the Peachtree Home Demonstration Club in Cherokee County.

LETTERS FROM READERS:

Yes, but—

A PAPER bearing the title "Glamour in Pasture Improvement," appeared in the December issue of the Extension Service REVIEW. Yes, there is glamour in pasture improvement, but are we focusing on the point of greatest glamour? The score card used in judging a pasture listed, "10 points for uniformity of mixture and lack of bare space between plants, 15 points for culture residue mulch, 10 points for preparation and smoothness of seedbed, 15 points for weed control, 25 points for how well the pasture fits into the farm program, 25 points for population one-half legumes and one-half grasses and 10 points for proper land use." I assume that last placing has to do with degree of use which will result in the highest production of forage. This is where the glamour lies.

We have talked pasture and range management in every term but plant growth and development. In most cases we have been unable to see the grass for the livestock grazing it. Perhaps we have been influenced by the thoughts of the farmer, that you couldn't afford to raise grass on the better land. Grass was a crop you couldn't do much about. Profits from grass couldn't be expected to compare favorably with other crops.

Grass can be grown profitably on good land, but it must be considered as a crop in itself and utilized according to the requirement for full plant growth. We can "fatten" our grass or starve it nearly to death, just as we can fatten or starve the livestock grazing it.

The glamour in pasture and range management lies in the totally unappreciated knowledge that Nature, if given a chance, will produce beyond our fondest expectations. Truly it is said that "grass is the forgiveness of Nature." It literally grows in spite of neglect.

Another field of glamour is the position held by the extension service

to give leadership in this field. This particularly applies to the 17 Western States where Extension has done little in this field. Extension is free lance, has no ax to grind, and can promote, through education, where others have been less successful.

Our first job is to talk first about grass and legumes, how and why they grow and produce in abundance. We have the knowledge. However, the most difficult job is to decide how to present it. Let's talk plant physiology, what is taking place in the grass plant in its various stages of development and what significance cropping has on plant activities and on next year's growth. This is where the greatest scoring of points should be placed.—*Liter E. Spence, Idaho Extension Conservationist, Boise.*

If it could be read behind the Iron Curtain—

I have had the privilege of reading an article, "Good Neighbor Day" in the December 1951, issue of your magazine. The author, Dr. B. J. Przedpelski, associate county agent of Marathon and Portage Counties, Wis., summed up in a concise way what we are proud to call our American way of life.

The sincerity of the Frank Flees project fostered by Dr. Przedpelski and the responsive demonstration of good neighborliness could well be typical of anywhere in the United States. It was the exemplification of the responsibility we Americans feel toward the welfare and happiness of our fellow man, whether of foreign or native birth.

We of Wisconsin and of Marathon County are grateful for the extension program that made possible such a splendid demonstration of social behavior in just one small part of America and that it was brought to the attention of the public. Its worth cannot be measured.

If this article, with suitable illus-

trations, could be read behind the iron curtain of Russia I feel sure it would do much to foster a clearer understanding of our true purpose in life. Sincerely, *Mildred Ross Lonsdorf, Birnamwood, Wis.*

More wildlife—

We have reviewed the story, Fat Quail and Big Fish, in the January REVIEW with interest.

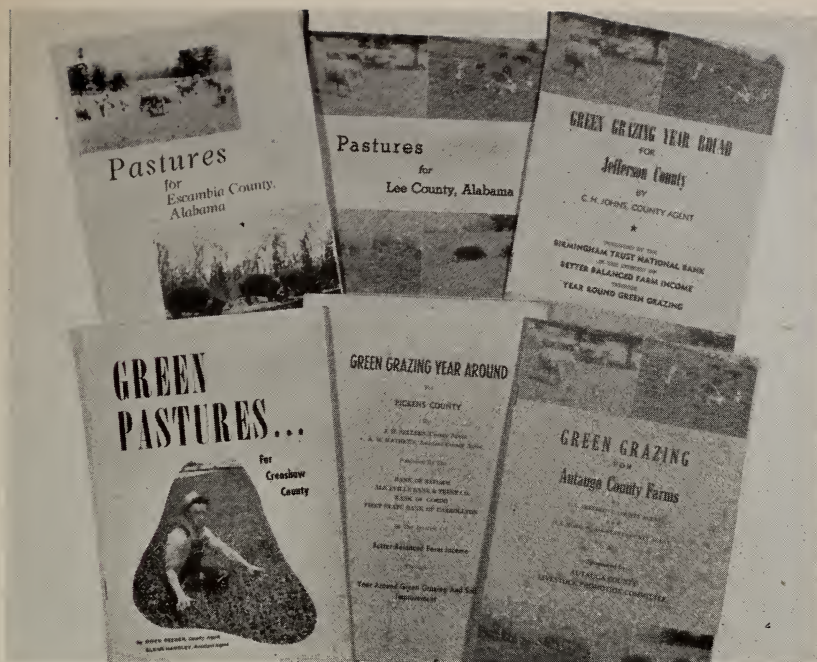
We are delighted to see that fish and wildlife are appropriately included in extension activities in Alabama. I only wish that this same favorable condition existed in each of the other States, for certainly wildlife should be a part of the Extension Service as are other phases of land use management.—*Clarence Cottam, assistant director, Fish and Wildlife Service, U. S. Department of the Interior.*

Wanted—a correspondent

Very recently I had a chance to see the March issue of the Extension Service REVIEW at the agricultural experiment station and found it very interesting in view of my job as a member of the 4-H Club in our district.

To write a few lines on the present status of 4-H Clubs in our prefecture, we have about 1,000 members of young men and 500 members of young women. They are now lively engaging themselves for the enhancement of their original activities. Yet there still remains many aspects which have to be further pursued in the future.

I am eagerly hoping to learn in detail on activities which are being carried out by the 4-H Club in America. I shall be very happy if you would kindly introduce me to some one as my pen pal.—*Katsunori Suzuki, Agricultural Improvement Bureau, Prefecture Government, Mito City, Ibaraki Pref., Japan.*



County Pasture Circulars

J. C. LOWERY, Extension Agronomist, Alabama

A COUNTY pasture handbook is just what many Alabama farmers are getting from their county agents to help them in their pasture development and management program. These little pasture handbooks are county pasture circulars, pointing out pasture opportunities and giving recommendations that are localized to fit the various soil situations in the county. They are based on research of the experiment station, demonstrations, and farmer experience in the county. Local pictures are used to illustrate good practices. In recent circulars, county soil association maps are inserted and the discussions tied to the soil maps. The maps have a double value in that they help relate pasture development to the soils of the county, and encourage more study and appreciation of soils.

The usual steps in making a county pasture circular is a conference

between the extension agronomists and the county extension workers to work out a general outline and the subject-matter content. The agronomists prepare a preliminary copy, which is sent to the county extension workers for their revision. Following this, the agronomist may visit the county for a final conference on the manuscript. After the county workers and the agronomist have put the proposed publication in as good shape as possible, it is submitted to the extension editor. When he has edited it, the agronomists make final copy and return it to the county extension workers.

How are these circulars financed? Financing such projects is nearly always a major obstacle in any county. In most county seat towns, there are clubs, business firms, and others who like to promote agriculture. So, the county agent gets one or more of these groups to finance the pasture

circular. We find that the local groups are usually eager to help with a pasture circular.

Enough copies are printed to supply farmers and business people interested in agriculture. In addition, a supply is held in reserve for future distribution. Thus, the county agent can reach the people of his county with his pasture circular or handbook and the sponsors have the satisfaction that their efforts cover the county.

Obviously, this plan provides a coverage for a county, which is impossible with a State pasture publication. A State pasture circular could not have the localized, personal message possible in a county circular by the county agent.

Then, one of the very important factors, is the personal element. The farmer gets a publication that is prepared and adapted to his local county, giving the name of his home county and the names of the county agent and assistant agents. Reference may be made to certain distinct areas, pasture opportunities and problems in his county.

The pasture circular idea has developed over a period of years in Alabama. A number of counties have mimeographed what were essentially pasture circulars. The first printed circular, according to available records, was prepared in Limestone County about 1938, and the next in 1940 by J. R. Parrish, former county agent of Randolph County.

In 1948, Clinton Johns, county agent of Jefferson County, prepared an effective county pasture circular. This circular proved to be very popular, particularly in Birmingham, the county seat and a great industrial center.

Following the Jefferson County circular, other counties prepared circulars, including Pike, Pickens, Lamar, Tuscaloosa, Escambia, Lee, Clay, Franklin, Henry, Colbert, Morgan, Bullock, Autauga, Crenshaw, Barbour, Etowah, Washington, Walker, and Marengo.

Indications at the beginning of 1952 were that most of the other counties in the State would prepare and publish pasture circulars during the year.

CAUTION CALENDAR

**Daily Action for
National Safety
Week—July 20-26**



SUNDAY
July 20

Is a church in your community planning a safety sermon? You can help with facts and figures.

MONDAY
July 21

Safe in your home? 4,000 persons are killed accidentally in rural homes each year. You can point up lessons learned in local accidents.

TUESDAY
July 22

Are farm animals dangerous? Local expert opinion on training and managing farm animals makes good newspaper and radio copy.

WEDNESDAY
July 23

Is the common fall a necessary evil? Try a survey of local falls and their cause in 4-H Clubs or home demonstration groups.

THURSDAY
July 24

What are local officials doing to make roads safe? Should traffic rules be taught in schools? Is driver licensing adequate? What is the trouble with law enforcement? Try some of these for discussion topics.

FRIDAY
July 25

Can a farmer be safe with his own tools? The law requires industry to put in safety systems and safety inspectors? Help the farmer set up safety systems for himself and family and be his own efficient inspector.

SATURDAY
July 26

What do attitudes have to do with accidents? Point out right and wrong attitudes for farm safety.

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